

Subject: Re: Parklet on Melrose
From: Kim Sudhalter
Date: 08/17/2016 09:17 AM
To: People St
CC: Don Duckworth <duckworth.donald@gmail.com>

Hi People Street:

As I mentioned to Valerie, I handle marketing for The Melrose Business Improvement District, working with Executive Director Don Duckworth. We are investigating the feasibility of creating a closed-off parklet or plaza on N. Stanley Ave from Melrose Avenue to the alleyway. The two businesses that would be affected by closing that section would be Maison Richard restaurant (707 N. Stanley, they are all for it) and Positive Eye Ons optometrist (7629 Melrose Ave) that has its parking behind their building which could be accessed from Curson.

I see from the website that the application window is now closed, but I would like to begin preparing for when it opens again. Could we possibly set up a meeting so Don and I can learn more about the application process and fill you in on our ideas?

Let me know...

Best,
Kim

Kim Sudhalter
Urban Legend PR
213.369.6062

From: Valerie Watson <valerie.watson@lacity.org>
Date: Monday, August 15, 2016 at 4:29 PM
To: Kim Sudhalter <kim@urbanlegendpr.com>, Don Duckworth <duckworth.donald@gmail.com>
Cc: People St <peoplest@lacity.org>
Subject: Re: Parklet on Melrose

Hi Kim!

Thanks for reaching out. Sounds like this is more of a Plaza typology you all are interested in, similar to [NoHo Plaza](#), closing the segment of street to vehicular access. (Parklets, in contrast, are decking that extends out just 6 feet from the curb in on-street parking spaces.) Yes, you'd apply through the People St program to partner with the City to bring the Plaza project to life. More info at [peoplest.lacity.org](#), including an Application Manual that shows all of the steps and requirements involved. [Costs and responsibilities are shared](#) between the City and the applicant (Community Partner) for Plaza projects.

Although I no longer manage the program, I've cc'd People St here and they will be in touch. I would suggest setting up a time to chat and People St staff can walk you through the process and next steps.

Best regards,
Valerie

—
Valerie Watson
Transportation Planning Associate II
Active Transportation Division

Los Angeles Department of
Transportation
213.928.9706    

LADOT

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On Mon, Aug 15, 2016 at 3:39 PM, Kim Sudhalter <kim@urbanlegendpr.com> wrote:

Hi Valerie:

I was referred to you by Matthew Severson at the Hollywood Property Owners Association. I handle marketing for The Melrose Business Improvement District, working with Executive Director Don Duckworth. We are investigating the feasibility of creating a closed-off parklet on N. Stanley Ave from Melrose Avenue to the alleyway. The two businesses that would be affected by closing that section would be Maison Richard restaurant (707 N. Stanley, they are all for it) and Positive Eye Ons optometrist (7629 Melrose Ave) that has its parking behind their building which could be accessed from Curson.

We are wondering what it would take to begin the process? Would we start with you? We've also been advised to work with People Streets...it that what you would recommend? Would love to chat with you about the procedure when you have a minute. Could you let me know what might work for you?

Best,
Kim

Kim Sudhalter
Urban Legend PR
[213.369.6062](tel:213.369.6062)